

Vol. 32 No. 33

Irma, Alberta, Friday, March 8, 1946

Curling Corner

As we go to press at 5:00 p.m. Thursday, Alberta's Billy Rose, playing in the Macdonald Brier curling games at Saskatoon, has a very good chance of coming out on top. Alberta, Manitoba and Northern Ontario are tied for top place with six wins and two losses. Any tie-breaking games will have to be played off Thursday night.

A bonspiel for the Irma high school students was held last Sat. March 2 when the following five rinks competed:

David Bars, skip, Barry Holt, Joyce Dawson and Jack Mackay, Lloyd Johnston, skip, Iva Currie, Martha Goodwin and Clarence Glover, Clara Ostad, skip, Don Ramsay, Eddie Jackson and Winnie Thurston, Carl Sonoff, skip, Stanley Orachski, Jay Enger and Marjorie Chase, Ernest Carter, skip, Nancy Shapka, Bud Dawson and Murray Dawson. In the first two games, Johnston won from Ostad 10-9 and Carter beat Sonoff 12-4. Johnston then took on Bars and won from him 10-9 and later Carter trimmed Johnston 7-4 while Bars came out ahead of Sonoff, 10-7. The final game between Ostad and Bars was won by Ostad 10-5. This made Carter the winner in the Grand Challenge and Ostad the winner in the Consolation event.

Last Tuesday evening the Irma Branch, Canadian Legion held an interesting meeting which was well attended. Several more returned men joined the branch at the meeting. The following officers were elected for the coming year: Pres. Ralph E. Congdon, Vice-Pres. H. E. Targett, Sec.-Treas. Robt. B. Kirkman, Sgt. at Arms, Albert D. Glasgow, Com. M. D. Askin, a veteran of the first war and an old-time member of the Irma Branch, was appointed Honorary President. It is hoped that other ex-service men will come forward and join before long. Our next meeting will be held on April 2 at 8:30 p.m.

Items From Kinsella District

We are very pleased to report that two more of our boys arrived home from overseas, these are, Alfred McMurray and John Mollier.

Visitors to the city last week were Mrs. Lyle Smart and Carol and Mr. and Mrs. F. Long.

Mr. Jack Wilkinson received his discharge in Calgary last week.

The road from Kinsella south to Loughheed is being gravelled.

The Kinsella Ladies Aid will meet in the church on Thursday afternoon, March 14 at 2:30 p.m. Hostesses will be Mrs. F. Jack and Mrs. G. Patterson.

The regular infant and pre-school clinic of the Holden Health Unit is held on the second Thursday of every month, 2-4 p.m., at the Kinsella Hotel. The next clinic is on March 14. Parents are invited to bring their children in for free inspection, advice and immunization.

A social evening, sponsored by the Irma Co-operative Association was held in Kiefer's hall last Tues. evening. Mr. Hillard of the Dept. of Extension, U. of A. was present and showed several films of picnics and acted as Master of ceremonies. Several contests and a hearty singing was enjoyed by the large crowd present. A bountiful lunch was served at the close of the program.

PEE WEE HOCKEY

(From the Viking News)

The Viking Pee Wees took a trip to Irma last Tuesday and played a fairly even game with the Irma youngsters. The score was Irma 5, Viking 4. Pederson and Mason got two for the victors and Erickson netted the remaining goal. Loughlin, Lefsrud and Loney(2) counted for our boys.

"In Canada, recognition of writers and artists is very much a local matter,"—Walter B. Herbert.

Golden Wedding

Mr. and Mrs. M. D. Askin of Irma celebrated their Golden Wedding anniversary on Monday, Mar. 4, when they were at home to their friends from two to five in the afternoon and from eight to ten in the evening.

Married fifty years ago at Burgoyne, Ont. they made their home in Fort William during the first World War in 1918 when they moved to Irma. Mr. Askin is a veteran of the first world war having overseas. Of their children, four have homes over the continent. Robert, who has made his Toronto, Ina, of Oakland Cal. and home in Toronto, Ina (Mrs. Bland) of Oakland, Cal., and Thomas of Saskatoon, Sask., and Roy living in the Irma district. Cecil, whose widow lives in Oakland, Cal., was accidentally killed while serving in the American navy in the Pacific. During the afternoon a large number of friends called at the Askin home with gifts of good wishes and congratulations, and all enjoyed a cup of tea and a piece of the bride's cake served by a few close neighbors and friends. Wires of congratulation, lovely bouquets of deep red roses and one of daffodils were received from the family and the United church along with a real shower of lovely cards.

A.F.U. NOTES

The regular A.F.U. meeting will be held in the Irma high school Tues. March 12. A good attendance is requested. Ladies please bring lunch.

A meeting of the Roseberry local AFU will be held in the school on Wed. evening, March 13 at 8 o'clock. At this meeting a discussion will be held regarding the new assessment, in Township 46, Range 8.

A full attendance of members and tax payers is requested.

"From five to six thousand leaders are needed to make the physical fitness programme effective."—Major Ian Eishardt.

IN THE LEGISLATURE

By W. Masson

This week in the Legislature we saw a continuation, and the completion of the debate on the Speech from the Throne.

Many cabinet ministers took part in the debate and gave a resume of the work done in their particular departments.

Hon. N. E. Tanner, minister of lands and mines, outlined the Land for Veterans scheme. Land available for veterans falls into one of four classes:

First, there is the agricultural lease, under which a veteran may apply for a half-section on a ten-year lease. For three years he receives this free and for the next seven years he pays one-eighth of the crop. At the end of ten years the title is given if the contract has been fulfilled. The Dominion government make available credits to the extent of \$2,320 on this type of lease.

Secondly, there is the clearing of 100,000 acres in the northwestern part of the province. A veteran applies for a half-section, pays one-third crop for seven years, at the end of which time the title is earned and will be granted at the end of three years more. The federal grant of \$2,320 is available under this scheme as well. Because the federal grant is available here, the title cannot be given to a veteran until after ten years from the date his application is accepted. This part is a federal regulation.

Then, there is a Land Settlement scheme in the irrigation areas, but only one-quarter section is available to each veteran in this instance. As the type of farming in the irrigated areas is extensive farming, one-quarter section is considered sufficient.

The fourth plan by which land is made available to veterans is school land which is not under a lease. It is available for agricultural purposes. The veteran must apply by April 15 for this land. Those living nearest to the land have preference. If more than one application is received for the same piece of land, then a draw is made.

A veteran must make application for a certificate as a veteran at the nearest Regional Office. This is the place where he also applies for any federal loans available. For the land he applies to the Department of Lands and Mines in Edmonton.

Mr. Tanner pointed out that 1945 marked the greatest oil research year in the history of the Province. Many reservations had been granted covering millions of acres and a great effort is being made in the Province to find new productive fields. \$10,000,000.00 worth of lumber was produced in this Province last year and demand for lumber production is on the increase.

The Government paid \$10,000 at five cents per pair of legs on crow and magpie legs last year. This was paid out through the co-operation on the Fish and Game Association with its 55 locals.

Two hundred and fifty live beavers were trapped last year and then distributed to parts of the Province, where no or few beavers were found. A closed season is maintained on these animals, except for people who have registered trap lines and they are permitted to take up to ten yearly.

Because the wolf bounty has not been a success in the past, it will be increased this year during certain summer months and not payable during the winter months.

The Minister pointed out that high freight rates are still the biggest barrier in the development and production of Alberta coal. 1945 was the biggest output year in the Province, but one-sixth of the coal produced came from strip mines, which is the poorest quality coal in the Province. Unfortunately, this was the coal which the Federal Government have shipped to Eastern Canada, giving the impression to the Eastern buyers that this is a fair sample of Alberta coal. Unfortunately, this action on the part of the Dominion Government has been very poor advertising for the Alberta Coal Mining Industry.

Hon. W. A. Fallow pointed out

that the road debt of the Province from 1930 to 1935 was \$12,573,000 added to the Public Debt. While the road programme from 1935 to 1940 was done without one cent of debt to the Province. From 1940 to 1945, the restrictions of war made advancement in road building difficult. In spite of this, more miles were built and gravelled than in any five years of the Province's history. The new five-year programme will start as soon as construction can begin. All possible contract construction equipment and all government equipment will be utilized in the programme. Road construction will not be limited by necessary money but only by the amount of equipment available as far as this year is concerned. More details on the five-year programme will be announced later.

Hon. E. Ansley, Minister of Education, revealed that the school enrolment for the past year stood at 152,532, which is higher than the previous year. The average monthly attendance was better than in the past. Some interesting data was given regarding teachers' salaries which showed that the average salary in divisions for 1939-40 was \$812. For 1943 and 1944 it was \$1076; and last year \$1211. In the urban schools the salary was \$1434 in the year 1939-40; \$1595 three years later and \$1680 last year. The average of all schools was \$1089, \$1,298 and \$1405 in these three respective years.

Alberta stands third highest, as far as the median salaries are concerned for 1944. British Columbia was first and Ontario second.

To date 70 towns and villages have been included in the enlarged school divisions. The grant, last year in Alberta, on a per capita basis amounted to \$3.98, while in Saskatchewan the per capita grant was \$2.91. At the same time the per capita cost of education in Alberta was \$2.75, while in Saskatchewan it was \$2.26. These facts are interesting in the light of reports regarding what some other provinces are doing in the field of government grants.

A resolution has been introduced in the House by Hon. C. E. Gerthart asking the Dominion Government to maintain the present subsidy on crude oil and thereby not increase the price of gasoline by two cents a gallon. If further requests that the federal tax of three cents a gallon be removed.

The resolution will be seconded by Mr. N. Cook.

The action of the Federal Govt. in reducing the subsidy on imported crude is to shift the payment to the consuming public and they will in effect be called upon to continue to pay the federal government's subsidy reduction. The Dominion subsidy on crude has applied only to imported crude and Alberta producing wells have received no benefit from this subsidy during the war.

The resolution is receiving very strong support in Government ranks.

A motion by N. B. James, seconded by Dave Ure, requests a change in the Old Age Pensions Act to reduce the age from 70 to 65 immediately, and as soon as possible to reduce it to 60 years. It asks that the amount of pension be increased to \$50 a month, that the means test be eliminated, that the pension be non-contributory and that the Dominion Government utilize the nation's credit to make these pensions available. This resolution was debated on for some time, but finally passed the House without a dissenting voice. The matter of Old Age Pensions will be reconsidered at the next Dominion-Provincial conference, and if sufficient pressure can be brought on the federal government from all parts of Canada, there is some hope that a more sensible pension scheme can be enacted.

Next week, it is my intention to give you the highlights of the budget which will be introduced by the Premier through the courtesy of your editor.

"Our Italian people have now found something that they had lost more than 20 years ago. I mean freedom."—Count. E. di Cossato.

MUNICIPAL DISTRICT OF FLAGSTAFF, No. 62

NOTICE

VOTERS IN DIVISION 5 of the Municipal District of Flagstaff, No. 62, will vote at the undemoted places at the election for councillor on March 16, 1946.

Township 44, range 10 W4, the Harding Bros. House on the SE 28-44-10-4.

Township 45, range 10 W4, Mrs. Lindquist's House on the NE 16-45-10-4.

Township 46, range 10 W4, the Community Hall in Jarro, Township 44, range 11 W4, the Crowland School on the NE 11-44-11-4.

Township 45, range 11 W4, the house on the NE 20-45-11-4, known as Tavender farm.

Township 46, range 11W4, the Kinsella School House, Kinsella.

C. J. BROWN, Secretary-Treasurer, M.D. Flagstaff, No. 62, Sedgewick, Alta.

At the Churches

UNITED CHURCH

Sunday March 10

Irma—Sunday school 11:00 a.m. Public worship 7:30 p.m.

Services will be held at Paschen-dale and Roseberry at the usual hours if possible.

A hearty welcome to all.

CHRISTIAN AND MISSIONARY ALLIANCE

Jarro—Bible school, 2:00 p.m. Irma—Bible school 2:30 p.m. Gospel service 3:30 p.m.

Hardisty—Gospel service 3:30. "At the times of this ignorance God winked at, but now commandeth all men to repent." Acts 17:30.

Irma Times

Published every Friday by the Times Publishers, Irma, Alberta. E. W. CARTER, Local Editor. Authorized as Second Class Mail. Postoffice Department, Ottawa.

PURVIS & LOGAN

Barristers and Solicitors 844 Tegler Building Edmonton

AUCTIONEER

DICK ROHRER, Irma

Licensed and bonded for your protection. No. 154-45-46.

Livestock and General Farm Sales Good Horses a Specialty Satisfaction Guaranteed I know its value and how to get it

HAVE MARKET FOR BIG HEAVY DRAFT HORSES

1700 lbs. and over, age 5-10 yrs. Well broken and sound

BUYER OF LIVESTOCK AT ALL TIMES

GOVT. BULL CONTRACTS with 25% reduction in price can be arranged with

FRED SEIERSEN 1 mile north of Irma

PERFEX Presents

"PLEASURE PARADE"

9:15 a.m. Tuesday and Thursday

CJCA

Our Work Is
NEVER Finished

JOIN the RED CROSS

And help us carry on this work that MUST be done

+ Crippled children throughout Alberta have been helped for a quarter of a century by the Red Cross. Nearly five thousand have been given treatment at the Junior Red Cross Crippled Children's Hospital. This care includes the finest medical, surgical and dental skill, teaching in their school subjects by qualified teachers, instruction in handicrafts and other pastimes to keep the little patients interested and happy—AND IT'S ALL FREE TO THOSE WHO NEED IT. A new hospital is about to be built to give greater facilities for restoring health and strength to these little deformed bodies. Will you help to give a crippled child a chance to run and play and have a happy and useful life?

+ The need for blood donor clinics and blood banks is not over. While the terrible demands of the battlefield are mercifully at an end, there are still lives to be saved in our own communities by blood transfusions. The Red Cross plans to maintain clinics to make this life-saving service freely available to our own citizens when the emergency arises. One million dollars will be required to provide this free service to civilians in Canada.

+ Training our citizens in first-aid and home nursing—Instructing our junior members (42,225 of them in 1,698 branches in Alberta's schools) in health, safety methods and good citizenship—helping and visiting our wounded veterans—ever ready with relief and comfort in disaster—these are some of the services that demand a strong Red Cross in peacetime too.

THE RED CROSS NEEDS YOU!

Won't you add your membership to aid this great work? A subscription of one dollar or more entitles you to membership in the Canadian Red Cross Society and a share in its great work for humanity. If a Red Cross canvasser has not called on you, you may send your subscription direct to—

CANADIAN RED CROSS SOCIETY, ALBERTA DIVISION, 1604 First Street East, CALGARY, ALTA.

An acknowledgement and membership card will be mailed to you promptly.

FOR A GOOD COUGH SYRUP

Try VENOS

Quick relief for COUGHS - COLDS BRONCHITIS ASTHMA

CHILDREN LOVE VENOS

BUY A BOTTLE TODAY!

The World Food Crisis

THE MOST SERIOUS PROBLEM which has arisen since the end of the war is the world food shortage, which has become increasingly critical during the last few months. In the past, starvation and plague have very often followed in the wake of war, but it was hoped that this time, means might be found to avert disasters such as these. The world has now been told, however, that it is facing the greatest food crisis in modern times, and that even with a maximum effort on the part of those nations which have food to export, sufficient supplies are not available to provide adequately for all the people in Europe and Asia between now and the next harvest. Great Britain, Canada, the United States, and other countries who are able to export food, have taken measures to increase shipments abroad, but even their best efforts cannot be expected to completely alleviate the present crisis.

Attributed To Many Causes

The world shortage of cereals is one of the most serious aspects of the food situation. This shortage is attributed to many causes. Lack of meat, fats, and other foods has increased the use of bread and cereals in Europe. At the same time, due to the devastation of war, the acreage sown in wheat and cereal crops on that continent has been greatly reduced. In addition, adverse weather conditions caused these crops which were sown in Europe last year, to be one of the poorest in history. The annual pre-war wheat crop in Europe averaged some forty-two million tons, while this year the yield was estimated at only about twenty-three million tons. Drought conditions in many parts of the world, and a widespread shortage of fertilizers during the past two years have also contributed to the present scarcity of cereal grains.

Appealed For Prompt Action

The Canadian Wheat Board recently announced that supplies of wheat in farmers' bins in this country were only about half of what they had been a year ago, but it appealed for prompt delivery of available wheat to elevators, to be made ready for shipment overseas. It is estimated that the world wheat deficit for the first half of this year will be over five million tons. By the time of the next harvest, stocks of wheat are expected to be almost completely exhausted, and needs for next year will have to be met almost entirely from the current crop. Reports issued by the Emergency Economic Committee for Europe show that over two hundred and forty million people are now forced to exist on a diet far lower than the 2,650 calorie minimum set by the U.N.R.R.A. authorities. Under present conditions hunger and near starvation is the lot of these people, and it will be impossible for them to escape disease, which always accompanies such circumstances.

The people of all countries who are in a position to export food, will be called upon to make many sacrifices until the world situation improves, but there will be few who will not wish to do all that is possible to relieve the present crisis abroad.

Always A GOOD COMPANION

At work or play, a cup of delicious Melrose Coffee is a cheerful, stimulating friend. And, to make it even more enjoyable, a full, make Melrose your regular mealtime beverage.

Merose Coffee

RICH STRONG DELICIOUS

U.S. PAT. 2,100,000. CAN. PAT. 515,000. H. L. MACDONALD CO., LTD., WINNIPEG

Cattle Vaccine In Great Demand

Canadian Shorthorn Association Pass Resolution

A resolution asking the Dominion government to make available to approved veterinarians, free of charge, the vaccine used to inoculate cattle against tuberculosis was passed at the annual meeting of the Canadian Shorthorn Association at Winnipeg.

It also suggested that a certificate of vaccination be furnished to the owner of each calf injected. However, should the Dominion government not establish such a policy, the meeting asked that the provinces be given the authority permitting recognition of provincial certificates in export trade.

Acceptance of the association's resolution would eliminate the necessity of blood tests in exporting cattle to the United States. Present vaccination is not recognized by that country because it is not carried out by approved veterinarians.

RUB OUT THAT GOLD WITH MINARD'S LINIMENT

"KING OF PAIN"

Boom In Diamonds Has Far Exceeded Expectation Of Dealers

LONDON.—Expectations that the end of the war would bring a repetition of the 1919 boom in diamonds have proved to be an understatement. Demand for the gems is described as "unbelievable".

It is reliably learned that the diamond syndicate has adopted a new policy of adjusting its selling prices of rough diamonds in accordance with the ruling market prices. Well-informed diamond traders expect further price increases later in the year.

A surprising feature of the boom is that the demands for industrial diamonds, which was universally expected to dwindle as war industry was demobilized, is also insatiable.

NOT USED BY COLUMBUS

When Columbus discovered America the continent had no name. He thought he had reached a western part of India, so he called the islands in the Caribbean Sea the West Indies. The name America came from Amerigo Vesputi, a traveller from Florence, who visited that country a year after Columbus. The name America was not used by Columbus.

WORKING IN REVERSE

It was in 1603 that the first horse brought to Canada from France was disembarked from a sailing ship at Tadoussac. It was presented to the Governor of New France, Augustin de Saffray de Mézy, by the settlers. Now horses are going in the other direction.

Price Control And Rationing Information

Q.—Is there to be a cut in the butter ration for the months of March and April?

A.—Canadians will be obliged to accept a reduction in their butter ration from six to four ounces per person per week during March and April. During these two months two coupons will become valid for each month, on the following dates—March 7 and 21 and April 4 and 18.

Q.—Have the purple butter coupons been declared invalid?

A.—The purple butter coupons expire on February 28. The "R" coupons will be used for purchasing butter.

Q.—Are priority suit certificates transferable to another party?

A.—The certificate issued to veterans for the purchase of a suit is not transferable and must not be accepted by a merchant in exchange for a suit if it is known that the person offering it is not the rightful owner.

Q.—I'm expecting visitors from the States and would like to know if I will be able to get ration coupons for them.

A.—If your guests will be staying for five days or more, they should apply to your district local ration board and ration coupons will be given them to cover the length of their stay.

Please send your questions or your request for the pamphlet "Consumers' News" or the Blue Book in which you keep track of your ceiling prices, mentioning the name of this paper to the nearest Wartime Prices and Trade Board office in your province.

GEMS OF THOUGHT

CALMNESS

Calmness of mind is one of the beautiful jewels of wisdom. It is the result of long and patient effort in self-control.—James Allen.

Serenity of mind and calmness of thought are a better enjoyment than anything without us.—Benjamin Whitte.

Waves of searful life pass over us from time to time, like flakes of sunlight over the fields in cloudy weather.—Henry D. Thoreau.

The secret heart is a devotion's temple; there the saint lights the flame of purest sacrifice, which burns unseen but not unaccepted.—Hannah More.

The Soul-inspired patriarchs heard the voice of Truth, and talked with God as consciously as man talks with man.—Mary Baker Eddy.

How calmly may we commit ourselves to the hands of him who bears up the world.—Richard.

To Feel Right — Eat Right!

X-X OUR CROSSWORD PUZZLE X-X

1	2	3	4	5	6	7	8	9	10	11
12										
15										
21	22									
27										
34	35									
38										
44	45									
49										
53										

HORIZONTAL

- Dance step
- To play the pipe
- Island
- Ostrich-like bird
- Web-like
- To weep
- Chinese river-bat
- East Indian native
- Anything
- Tree of the oak family
- Notice
- Dried grass
- To go astray
- Beetle
- Factor
- Behold!
- To cut
- To hurry
- Cooled lava
- Greek theatre
- Preparation
- Fruit seed
- Movable shelter
- To spread for drying

VERTICAL

- Foot-like part
- Chalice
- American Revolution
- Revolutionary general
- To remain
- Knowledge
- Italian article
- To banter
- To guide
- To come as a natural result
- Babylonian deity
- War god
- Seed container
- Strong-twisted silk
- Swiss river
- Spartan slave
- To cut away
- By what means
- Pastry
- Gastropod
- Public warehouse
- To put on
- Malady
- Engine
- Coat-scuttle
- Whole
- Turkish headpiece
- Insignificant
- Claw
- Law: things
- Stride
- Unusually
- Tennis score
- Pastry
- To wake
- Painful
- To devour
- Indo-Chinese language

ANSWER TO LAST WEEK'S PUZZLE

Answer to Last Week's Puzzle

Green Cross

FOR PEST CONTROL!

The sign of a modern, new line of products soon to be available at your local hardware stores to protect fruits, flowers and vegetables from insect pests, fungus diseases and weeds.

*Trade Mark Reg.

LOOK FOR THE "GREEN CROSS"

Put To Good Use

Wedding Party In England Did Not Rice

It is difficult for the average citizen on this lucky continent to realize just how short is food across the Atlantic. Perhaps this little story, from the Northwestern Miller, may help.

Some time ago, in Ipswich, England, Lt. John Holbauer of Milwaukee, Wis., wrote his parents of his coming wedding to an English girl. Shortly afterwards he received a package from home which contained the rice that had been thrown at his parents' wedding more than 26 years ago. They had saved it to be tossed at their son's nuptials. It was tossed at the young couple when they left the church, however, but it did appear at the wedding—as a rice pudding.

Nobody throws away rice or any other food in England.—Financial Post.

Wider Markets

United Nations Food And Agriculture Organization May Solve Problem

All the peoples of the world may be adequately fed and farmers of all countries will have wider and more stable markets because of the United Nations food and agriculture organization, H. H. Hannam, president of the Canadian Federation of Agriculture, told the 46th annual convention of the Ontario Association of Agricultural Societies at Toronto.

Outlining the objectives and problems of the R.A.O., Mr. Hannam said "the organization was founded in the belief that the needs of many people and no country have all the people enough to eat—and the great productive capacity of most countries might be brought together and co-ordinated to the advantage of both producers and consumers."

"If this could be done within and among nations it would solve most of the world's economic ills."

ITCH CHECKED - or Money Back

For quick relief from itching caused by eczema, athlete's foot, scabies, pimples and other itching conditions, use the famous, medicated, liquid D. D. D. PRESCRIPTION. Greasy and stinkies. Soothes, cures and quickly kills intense itching. Don't suffer. Ask your druggist today for D. D. D. PRESCRIPTION.

FILM SHOWINGS

To Help Solve The Problems Of Canadian Farm Women

One of the chief aims of the National Film Board's Rural Circuits is to help solve the problems of Canadian farm women. As part of this program a new film, "Kitchen Come True", is being shown in the rural areas of Canada to demonstrate how the old-fashioned farm kitchen may be transformed into an attractive and convenient centre for housework. "Kitchen Come True" shows that on many farms where the barns and agricultural machinery are up-to-date and efficient the housewife is still carrying on her domestic work with the methods and equipment of her grandmother. In this film the drawbacks of a typical old-style kitchen are pointed out, and ways of eliminating them are described in detail. Suggestions are given for the arrangement of furniture to save steps, for the provision of adequate cupboard space and for getting rid of the common source of dirt and catch-all for rubbish.

Several of the improvements shown in this film depend on the availability of hydro power. Films on rural electrification such as "Valley Of The Tennessee", which the National Film Board has also shown on its rural circuits are consequently being distributed to encourage this first step towards better living conditions on the farm.

The ideas demonstrated in most of the films shown on the "Rural Circuits", however, may be more easily adopted than these large scale plans. Canning methods, meal planning and the preparation of school lunches are among the subjects covered. District Home Economists frequently speak at showings of films connected with their special interests.

Besides bringing information and new ideas to the individual housewife, the Rural Circuits are making a contribution to the social life of women in farming districts. Women's Institutes in many communities are sponsoring the film showings, which have become a monthly feature of their programs. Special showings are also arranged on request for Home and School Associations and other organizations in which women play an important part.

Much Better Coffee For Canadian Users

Made Possible By Science In The Roasting And Packing Process

Statistics show that Canadians are using much more coffee than in pre-war days. Before the war, the average was four pounds a year per person, now it is about six pounds. Quite an increase, although it does not begin to compare with consumption in the United States, where they use about eighteen pounds a year per person.

There may be many reasons for the increase in Canada, but undoubtedly it is largely due to the better coffee and more cup of coffee which Canadians enjoy today, made possible by the many improvements which science has brought to the roasting and packing processes. Research is constantly being carried on in such modern plants as the manufacturing establishment of H. L. MacKinnon Co. Ltd., at Winnipeg, where Melrose Coffee is roasted and packed, with the result that this delicious coffee compares favorably with the finest coffees produced.

For instance, scientific research disclosed that much of the delicate flavor oils of coffee were scorched in the old-type roasters, in which the heat came in direct contact with the coffee beans, and from that was developed the new Thermo-Low temperature roasting process by which the heated air is carried into revolving cylinders in which the beans are kept constantly moving. This process is used at the Melrose factory, and produces a bright, nut-brown coffee with a most delicious and appetizing flavor.

Another great stride is the speed with which the roasted coffee is sealed into air-tight containers. Science asserts that 18% of the flavor of coffee is lost in the first twenty-four hours after it is exposed to air, or to be exact, to the oxygen that is in the air we breathe. And again, science has found a way to replace this ordinary air with air that contains no oxygen during the packing process, so that the full roaster-flavor of Melrose Coffee is sealed into every package until it reaches the cup.

The package itself, made of Laminol, is also the result of research, and comprises two sheets of glassine paper with a film of rubber and beeswax between, laminated together under heat. This packing is so airtight that even after immersing a package of Melrose Coffee in water, as a test, no moisture reached the coffee.

It is interesting to see what modern methods in a modern plant can accomplish to bring the full enjoyment of this stimulating beverage to the home.

NEEDS SOME FIGURING

The Kitchener Record thinks it will be quite a trick for those observers of atomic bomb tests to determine how close they can get to the scene of the blast to see what happens and still survive to tell what they observed.

IF HEAD COLDS HANG ON..

DO THIS! To relieve discomforts, one of the best things you can do is put a good spoonful of home-tested Vicks VapoRub in a bowl of boiling water. Then feel welcome relief come as you breathe in the steaming medicated vapors that penetrate to the cold-congested upper breathing passages! See how this soothes irritation, quiets coughing, and helps clear the head—bringing grand comfort. FOR ADDED RELIEF... rub throat, chest and back with VapoRub at bedtime. Vicks VapoRub works for hours—2 was at once to bring relief from distress. Remember, it's Vicks VapoRub you want.

VICKS VapoRub



HAS DIVINE TASK—Albert John

Berdus of Waterloo, Ont., a former butcher and proprietor of meat markets, now turned vegetarian, proclaims he is going to "take over the world." Arriving in Niagara Falls, Ont., with enough baggage for a platoon, Berdus, in his middle thirties, claims his mission is to bring peace to the world. After that, he says he will become "king of the earth." The mission, he asserts, has begun now and Niagara Falls is the starting-off point. From this city he intends to go to Toronto, Ottawa and various other centres, preaching his gospel of peace. One of his most precious possessions is a simple little apparatus for "purifying" drinking water. Wherever he goes, his gadget goes with him. The apparatus consists of an ordinary flower pot filled with charcoal and earth through which tap water is filtered and then becomes "pure, holy and fit to drink," he maintains. Before consuming the water he "blesses" each glassful! He says he will preach his mission first in Canada and then go on to other countries all over the globe.

NOT A GOOD IDEA

One of the nation's giant corporations proposes to produce new varieties of alarm clocks in such that will awaken people "gradually and enticingly." The idea should be put in cold storage to await the next Era of Good Feeling, says the Chicago Sun. This year the citizenry, both public and private, needs alarm clocks which clang with a loud, snarling note, irritating one and all into leaping from bed into full days of working and thinking hard.

The human hands are capable of a hundred combinations of movement for every one that a horse's hoof can make.

THE SOLDIER'S PAL MECCA OINTMENT

Should be in every kit—feels like a hot iron.

MAKE LIFE WORTH LIVING! WHY SUFFER?

Do what countless numbers of happy users are doing for the effective relief of Chronic Rheumatic conditions (see in Bronchitis, Asthma and Stomach Pain). Skin disorders such as Hives and Itchy Rash. Ask your druggist for GARDOL, or write Richard Adams, P.O. 374, Vancouver, B.C. \$3 per 100 Pearles, enough for five weeks.



Women's Dress Special

Special for the smaller women. Sizes 12 and 14 mostly. Our regular line of dresses sold up to \$7.95. If you can wear this size, take a bargain. One week only, at

3.95

Knitting Yarn



Malflower wool. Another small shipment of this popular yarn for women's and children's wear. Good range of shades, while they last.

2 for **29c**
Red Label Wool. Stanfields pre-shrunk wool makes soft warm mitts and socks. Do your knitting now and have these things for next fall. Grey and good weather shades.
¾ lb. skeins, 2 for **85c**

Feather Ticking

Several grades in blue and white ticking. Regular widths and good weights. Per yard

30c 59c

Brassieres

"Best Form" garments, well made from strong celanese poplin. Nicely tailored throughout. Sizes 32 to 36.

75c and 1.00



Jumbo Sweaters

A late arrival in good sweaters. All wool yarns in the heavy jumbo knit, good full collars. Sizes 40-44.

Priced at **7.95**

Kiddies Super Overalls

Made from extra heavy pre-shrunk double weight covert cloth. Clerical grey shade, red buttons and trim, good pockets. These garments launder well and wear well.

Priced at **1.95**



Headquarters for FOOD BARGAINS

CHOCOLATE MILK, 1 pound tins malted milk, unsweetened	45c	DICED BEETS, ready-to-use beets 20 ounce tins, 2 for	28c
SWEET COCOA, 1 pound packet ready sweet cocoa	29c	CLASSIC CLEANSER, per tin	8c
SOUP, Tomato and vegetable soup 3 tins for	28c	MELROSE COFFEE, fresh ground 1 pound	39c
HEINZ HAMBURGER PICKLES 1 gallon jar	1.98	GRAPENUT FLAKES, regular 7 ounce packets, 3 for	27c
DILL PICKLES large Gem jar	95c	ROMAN MEAL, for a good hot breakfast, package	26c

J. C. McFARLAND CO.

IRMA

TRAVEL BY BUS!

DAILY SERVICE Now In Effect

EDMONTON—WAINWRIGHT

Your Patronage Appreciated

For Full Information See Your Local Agent

Sunburst Motor Coaches Ltd.

MR. FARMER

Are you getting in on the RED HEAD OIL SPECIAL we are offering you for spring. Remember the prices: 75 cents per gallon up to and including SAE 40; over that, 80 cents per gallon. When you buy Red Head you are taking no chances.

We can supply you with GASOLINE or FUEL STORAGE TANKS to install on your own farm in 250, 500 or 1000 gallon capacity and Red Head tank trucks will keep them filled for you at all times at no extra cost. Call and get particulars now.

Phone 25 or 26

V. HUTCHINSON

IRMA, Alta.

Read the Ads in the Times

IRMA FORFEITS FINAL TOURNAMENT GAME

(From The Viking News)
Old Rivalries came to the fore and tempers flared as Irma and Viking played the final game in the Viking Senior hockey tournament on March 6. The manager of the Irma team, forfeited the game when he called his players off the ice early in the second period, after Don Symington and Congdon got into a mixup and members of both teams got in a little leather throwing.

Feelings have run high between these teams for years and this performance was only a repetition of frassces which have been occurring before.

I think I'll stick my neck out and say a little piece concerning above mentioned teams. It is a detriment to hockey when two such teams, which in a clean game, could produce a brand of hockey well worth watching, start to see how much they can get away with without being penalized. Eventually one player goes too far and the fight is on. It is much more in the interest of real sport for a real player to become popular with fans because of his good sportsmanship than to become noted for slashing a player in a corner or burying his elbow and the butt end of his stick into a player when the referee is watching the play at the far end of the ice.

In credit to the Irma team, I think a couple of their players to be among the best sports playing

LOCALS

Mr. and Mrs. Edgar Jones contributed to the W.M. Society in memory of the late Mrs. Currie and Mr. and Mrs. A. C. Archibald contributed to the Alberta Protestant Home for Children in memory of the late Charles A. Riley.

Mrs. J. Hamilton and daughter, Peggy of Hanna, are visiting Mrs. Hamilton's mother and brother Mrs. Stougard and Julius, and Mr. Hamilton's family. Miss Peggy has recently received her discharge from the Wrens and intends enrolling for further studies at a Calgary school.

Messrs. Jack Fletcher and A.C. Archibald attended the curling in Saskatoon last Wednesday.

Mrs. Pearl L. Mancor and two little daughters have gone to make their home at Victoria, B.C. where her husband is now permanently stationed.

Mr. I. S. Reeds has again been forced to lay off work on account of illness. He was taken to the Viking hospital for the second time this winter last Tuesday.

The next meeting of the Irma and district board of trade will be held in the Legion hall on March 12 at the usual hour.

Mrs. C. A. McLeod arrived home last Saturday from her visit in Montana.

The Annual Friendship meeting of the Irma Ladies Aid will be held Thursday afternoon, March 14 at the home of Mrs. Ross McFarland. As this is a special "Meet Your New Neighbor" meeting all ladies are cordially invited. Come and bring a friend. Mrs. Inglis will give the inspirational paper and assisting the hostess will be Mrs. Long, Mrs. Milne and Mrs. Fletcher. Meeting opens at 3 p.m.

Want Ads

FOR SALE

Two 150-egg incubators, like new. G. M. Rubenok, Irma. 8p

FOR SALE

A pure-bred Hereford bull, unregistered, also a 24 run Van Brunt drill with horse and tractor hitch. Ben T. Olham, phone 116, Irma. 8-15p

STRAYED

From Irma, one pinto pony, bay and white, and one sorrel filly rising 2 years, strip in face and white stockings. Would anyone having seen or knowing whereabouts of same, please notify Dick Rohrer, Irma Alta. 7c

In this territory, Irma also has one or two who think a little sly dirty work is something to be proud of. A few of our Viking players are far from pure, also. Incidentally, when the game stopped, Irma was leading 2-1 both Irma goals by Prosser, on assists from Congdon and Glasgow. N.P.R.



EATON'S
BIG, NEW
SPRING AND
SUMMER
CATALOGUE
OR
946
HAS BEEN
MAILED

IF YOU HAVE NOT RECEIVED YOUR COPY WRITE TO WINNIE FOR IT

T. EATON CO.

EATON'S

Specials at your Irma Co-op Store

Phone 13

Prices for Saturday, Monday and Tuesday

DILL PICKLES, gallon size glass jar	1.15
BREX, for a hot breakfast cereal, 2¼ lb box	25c
LUX FLAKES, large package	27c
ESTABROOKS RED ROSE COFFE, 3 pound tin	1.35
HEINZ COOKED SPAGHETTI, 20 oz. tins, 2 for	39c
JOHNSON'S GLO-COAT, pints	59c
AYLMER TOMATO SOUP, 10 oz. tins, 3 for	29c
SUN-RYPE APPLE JUICE, 20 oz. tin	17c
LEMON PIE FILLING, Meadow Sweet	19c
PIONEER WATER SOFTENER, 2 packages	29c
GRAPEFRUIT, nice size, 128's, per dozen	69c
ORANGES, sweet and juicy, 344's, 4 dozen	99c
MACARONI and SPAGHETTI, 5 pound boxes	43c
OGILVIE'S LAYING MASH, 25 pound bag	95c

We have just received a nice selection of

Morning and Afternoon FROCKS

and invite your inspection



LOBA ANNIVERSARY DANCE

In KIEFER'S HALL IRMA

Wednesday, March 13th

Admission: \$1.00 per Couple EVERYBODY WELCOME
HERON'S-COULTMANN ORCHESTRA



National Employment Service

benefits THE WHOLE community

Regular employment and pay envelopes make for carefree families—for prosperous communities—for "good times" for employer and employee alike. The National Employment Service, with offices in more than 200 cities and towns across Canada, serves the needs of both employers and employees—and the local N. E. S. office takes its place in importance to the community among the time honoured community institutions—the Post Office, the Court House, the City Hall.....

Without National Employment Service, the worker is left to his own initiative to find a job to support himself and his family. The employer may be unable to reach workers he requires. National Employment Service is the clearing house through which employer and employee are brought together, so that both may have their free choice of the entire employment market.

National Employment Service has

5 main functions:

- 1—Organization of the whole employment market, and bringing together employers and employees;
- 2—Collection of information on employment problems for the use of Government, Management and Labour;
- 3—Administration of Reinstatement in Civil Employment Act;
- 4—Dealing with Unemployment Insurance Benefits;
- 5—Dealing with Out-of-Work Benefits for Ex-Service Personnel.

Make full use of the Local Office of National Employment Service. It is there to serve your needs, and those of the entire Community.

